

WHAT IS CLAIMED IS:

- 1 1. A method for converting DVD content into a project suitable to be delivered via a
2 network, said method comprising the steps of:
3 extracting contents of a DVD into information files and video object files;
4 translating said extracted information files into XML format;
5 transcoding said extracted video object files from variable bit rate format to
6 constant bit rate format; and
7 bundling said translated and transcoded files into the project.
- 1 2. The method as claimed in claim 1, further comprising the step of:
2 decrypting data stored on the DVD.
- 1 3. The method as claimed in claim 1, further comprising the step of:
2 associating the project with a target user interface.
- 1 4. The method as claimed in claim 1, further comprising the step of:
2 importing the project to associate the project with existing menu frames.
- 1 5. The method as claimed in claim 1, further comprising the step of:
2 pruning at least one feature from the project.
- 1 6. The method as claimed in claim 5, wherein the at least one feature is any of
2 presenting the DVD content in a widescreen version, presenting the DVD content
3 in multiple languages, a widescreen chapter index, a sub-picture, and bonus
4 content.
- 1 7. The method as claimed in claim 1, further comprising the step of:
2 editing said project in order to add at least one feature which is to be delivered via
3 the network.
4

- 1 8. The method as claimed in claim 7, wherein the feature is at least one of
2 navigational optimization, a tie in to an on-demand portal, key-mapping, button
3 highlighting, intra-menu navigation, inter-menu navigation, DVD disc merge.
4
- 1 9. The method as claimed in claim 7, wherein the feature is displaying one or more
2 brands or advertisements.
3
- 1 10. The method as claimed in claim 9, wherein the one or more advertisements
2 comprise an offer to be presented upon pause of the DVD content.
3
- 1 11. The method as claimed in claim 9, wherein the one or more advertisements
2 comprise an offer to be presented upon exiting the DVD content.
- 1 12. The method as claimed in claim 9, wherein the one or more advertisements
2 comprise an offer for merchandise or to view additional content.
- 1 13. The method as claimed in claim 7, wherein the feature is compatibility with a
2 network operator or content provider.
- 1 15. The method as claimed in claim 1, further comprising the step of:
2 displaying the converted content in an emulated set-top box environment.
- 1 16. The method as claimed in claim 1, further comprising the step of:
2 validating the video quality of the project.

1 17. A system for converting DVD content into content compatible to be viewed via a
2 network, said system comprising:

3 an extractor module for extracting the contents of the DVD into information files
4 and video object files;

5 a translator module for converting the information files into XML files, said
6 translator module being communicably coupled to said extractor module;

7 a transcoder module for converting the video object files from variable bit rate
8 format to constant bit rate format, said transcoder module being
9 communicably coupled to said extractor module; and

10 a bundler module for packaging the translated files and the transcoded files into a
11 project.

1 18. The system as claimed in claim 17, further comprising a decrypter module for
2 decrypting the data stored on the DVD, said decrypter module being communicably coupled to
3 said extractor module.

1 19. The system as claimed in claim 17, further comprising a name resolver module
2 for mapping transcoded files to the XML files, said name resolver module being communicably
3 coupled to said translator module.